

Message Text

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17

ACTION EUR-12

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P R 060445Z MAY 76
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 7558
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 2501

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: FOOD PROCESSING & PACKAGING EQUIPMENT
EXHIBITION, US TRADE CENTER FOR SCANDINAVIA

1. NAME OF EXHIBITION: FOOD PROCESSING & PACKAGING
EQUIPMENT EXHIBITION

2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA,
STOCKHOLM, APRIL 26-29, 1976

3. NUMBER OF EXHIBITORS: 23 (16 NTM, 7 OTM)
NUMBER OF PARTICIPANTS: 15 (13 NTM, 2 OTM)
(#) ONE PARTICIPANT (TWO EXHIBITORS) DID NOT ARRIVE AT
EXHIBITION.

4. IMMEDIATE SALES: \$267,000; TWELVE-MONTH PROJECTED
SALES: \$3,105,300; TOTAL BUSINESS: \$3,372,300

5. SALES AND PROJECTIONS BY CATEGORY:

A) NTE/NTM SALES: \$262,000
NTE/NTM PROJ SALES: \$2,322,300

B) OTM SALES: \$5,000
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OTM PROJ SALES: \$783,000

6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 6

7. NUMBER OF REPRESENTATION AGREEMENTS SIGNED DURING EXHIBITION: 4

8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AT CLOSE OF EXHIBITION AND EXPECTED WITHIN 12 MONTHS: 6

9. REGISTERED VISITORS: 545

10. SUCCESS STORIES:

A) JOHN GAY, FMC VITAFREZE, NTM, WHO SHOWED THEIR ICECREAM POLARMAKE SYSTEMS REPORTED \$195,000 IN IMMEDIATE SALES AND PROJECTED \$250,000 IN FIRST-YEAR FOLLOW-ON BUSINESS COMMENTED: "SHOW WAS WRLL PLANNED AND THOUGHT OUT". (CLEARED FOR PUBLICATION.)

B) BENGT TORNQVIST, MANAGING DIRECTOR OF TARBER TRADING, REPRESENTING URSCHEL LABORATOIRES (NTM) WHO SHOWED CUTTING MACHINES VALUED AT \$20,000 AND PROJECTS \$550,000 IN FIRST-YEAR SALES, COMMENTED: "WE ARE EXTREMELY SATISFIED WITH THE PROMOTIONAL EFFORTS OF THE TRADE CENTER." CLEARED FOR PUBLICATION (EXCEPT FOR SALES FIGURES).

C) L F ALLEY, MARLEN INTERNATIONAL CORP, NTM, WHO SHOWED FOOD PUMPS, SLICERS AND DICERS REPORTED SIGNING ONE REPRESENTATION AGREEMENT AND PROJECTS \$150,000 IN FIRST-YEAR BUSINESS. MR. ALLEY SUMMED UP THE SHOW BY COMMENTING: "MERY MUCH PLEASED WITH QUALITY OF ATTENDEES, ALSO WITH THE STAFF AND FACILITIES OF THE US TRADE CENTER - EXHIBITION WAS WELL PLANNED AND STAFF VERY CAPABLE AND COOPERATIVE." CLEARED FOR PUBLICATION (EXCEPT FOR SALES FIGURES).

D) ANTHONY TELLES, DIR, BUTCHER BOY INTERNATIONAL (NTM), WHO SHOWED MEAT SAWS AND MINCERS, REPORTED PROJECTED FIRST-YEAR SALES OF \$125,000 AND NOTED: "THE EXHIBITION WAS WELL CONDUCTED. HAVING ATTENDED UNCLASSIFIED

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AND PARTICIPATED IN VARIOUS OF THESE TRADE SHOWS, I AM PLEASED TO SAY THIS ONE WAS THE BEST ORGANIZED SO FAR ..." CLEARED FOR PUBLICATION.
SMITH

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NNN

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